Logic Model: A Program Roadmap

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1. What is a Logic Model?

A logic model is a visual tool that helps you understand how a program works and the outcomes it aims to achieve. It illustrates the relationship between the resources (inputs) you invest, the activities you carry out, and the results you expect — both immediate (outputs) and long-term (outcomes). This model serves as a roadmap for planning, monitoring, and evaluating a program's effectiveness by showing how each component contributes to the desired impact. For a comprehensive resource regarding how to develop logic models, please see the State of Michigan's "Logic Models: A Beginner's Guide."

2. Why Use a Logic Model?

- Provides a clear, visual understanding of your program
- Helps to align activities with intended outcomes
- Useful for both planning and evaluation
- Enables continuous improvement and adaptation

3. Key Components of a Logic Model

1. **Inputs (Resources):** These are the resources, funds, people, and materials required to run your program. Examples: Budget, staff, equipment, curriculum.
2. **Activities (What You Do):** These are the actions, services, or interventions your program carries out to achieve its goals. Examples: Conducting workshops, training sessions, or outreach activities.
3. **Outputs (Immediate Results):** These are the direct, measurable results of your activities. Examples: Number of classes held, number of participants reached.
4. **Outcomes (Short, Medium, and Long-Term Results):** These are the changes or benefits that result from your program over time. To simplify, think of these outcomes as the A, B, Cs of program impact:
   a. Short-Term Outcomes: These are the immediate changes in Attitudes, knowledge, or skills that occur right after the program is implemented.
   b. Medium-Term Outcomes: Over time, these changes in attitude lead to shifts in Behavior or actions as participants apply what they've learned.
   c. Long-Term Outcomes: Eventually, the program contributes to larger Condition changes — broader, systemic transformation that evolve over an extended period.

4. The If-Then Relationship

At the core of a logic model is the "if-then" structure. Each step relies on the success of the previous one.

- IF we have the right resources (inputs), THEN we can implement our activities.
- IF we implement our activities as planned, THEN we will see outputs.
- IF the outputs are achieved, THEN we will see outcomes over time.

5. Designing Your Logic Model: A Step-by-Step Guide

1. **Start with Long-Term Outcomes:** Work backwards by first identifying the ultimate changes you want to achieve. Ask: What are the desired conditions or changes in 5-10 years?
2. **Identify Medium-Term and Short-Term Outcomes:** Next, consider the shorter-term results that will lead to your long-term outcomes. Ask: What behaviors need to change for long-term results to happen?
3. **Determine Activities:** Once outcomes are clear, decide which activities are necessary to achieve these outcomes. Ask: What actions will help participants gain the needed knowledge and skills?
4. **List Inputs:** Finally, identify the resources you'll need to execute the activities. Ask: What staff, funding, or materials are required?

6. Iteration and Adaptation

As your program grows and evolves, so should your logic model. It's normal and expected for the logic model to change as you gain insights or experience growth. Ask: Are our activities still aligned with the outcomes, and are we achieving the results we intended?